

Global Mobile Event Apps Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Mobile Event Apps market size was valued at US\$ 637.8 million in 2023. With growing demand in downstream market, the Mobile Event Apps is forecast to a readjusted size of US\$ 1137.1 million by 2030 with a CAGR of 8.6% during review period.

The research report highlights the growth potential of the global Mobile Event Apps market. Mobile Event Apps are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Mobile Event Apps. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Mobile Event Apps market.

Mobile event apps are software applications that are designed for mobile devices, such as smartphones, tablets, or smartwatches, to provide information and services related to events. Mobile event apps can help attendees access important event-related information, such as schedules, maps, speaker bios, exhibitor details, and more. They can also facilitate interaction and engagement among attendees, organizers, speakers, and sponsors through features such as messaging, networking, gamification, live polling, feedback collection, and more. Mobile event apps can be used for various types of events, such as conferences, trade shows, festivals, concerts, weddings, etc.

The industry trend of mobile event apps is influenced by several factors such as the development of new technologies, the changing preferences of attendees and

organizers, the impact of the COVID-19 pandemic on the event industry, and the new guidelines introduced by Apple for app creation. Some of the trends to watch in 2023 are:

The rise of hybrid events - Hybrid events are events that combine both virtual and in-person elements to reach a wider audience and offer more flexibility and convenience. Mobile event apps can play a crucial role in facilitating hybrid events by providing seamless integration between the online and offline components of the event. For example, mobile event apps can enable live streaming of sessions to remote attendees, allow real-time interaction between virtual and physical participants through chat or video calls, provide access to on-demand content after the event, etc.

The adoption of artificial intelligence (AI) - AI is a technology that can enhance the performance and functionality of mobile event apps by providing personalized recommendations, insights, and assistance to attendees and organizers. For example, mobile event apps can use AI to analyze attendee behavior and preferences to suggest relevant sessions or speakers to attend, provide smart matchmaking and networking opportunities based on attendee profiles, offer chatbots or voice assistants to answer queries or provide guidance, etc.

The importance of data security and privacy - Data security and privacy are becoming more important for mobile event app users as they share personal and professional information through the app. Mobile event app providers need to ensure that they comply with the data protection regulations and standards in different regions and markets, such as the General Data Protection Regulation (GDPR) in Europe or the California Consumer Privacy Act (CCPA) in the US. They also need to implement measures to prevent data breaches or cyberattacks that could compromise the integrity and confidentiality of the app data.

The innovation of app design and user experience - App design and user experience are key factors that influence the adoption and satisfaction of mobile event app users. Mobile event app providers need to constantly innovate their app design and user experience to meet the changing expectations and needs of their users. Some of the aspects that they need to consider are:

The compatibility of the app with different devices and operating systems

The accessibility of the app for users with different abilities or preferences

The customization of the app for different types of events or audiences

The simplicity and intuitiveness of the app navigation and interface

The gamification and interactivity of the app features

The feedback mechanism and support system for the app users

Key Features:

The report on Mobile Event Apps market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Mobile Event Apps market. It may include historical data, market segmentation by Type (e.g., Cloud Based, Web Based), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Mobile Event Apps market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Mobile Event Apps market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Mobile Event Apps industry. This include advancements in Mobile Event Apps technology, Mobile Event Apps new entrants, Mobile Event Apps new investment, and other innovations that are shaping the future of Mobile Event Apps.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Mobile Event Apps market. It includes factors influencing customer ' purchasing decisions, preferences for Mobile Event Apps product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Mobile Event Apps market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Mobile Event Apps market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Mobile Event Apps market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Mobile Event Apps industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Mobile Event Apps market.

Market Segmentation:

Mobile Event Apps market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Cloud Based

Web Based

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

CrowdCompass

Whova

EventMobi

Attendify

SpotMe

Socio

DoubleDutch

Certain Touchpoint

Yapp

PhfeedLoop

Eventory

LineUp

Guidebook

Meeting Application

Core-apps

Aventri

EventPilot

Eventfuel.io

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